



Actual photograph of one of the 40x8 Goodyear Cord Tires now in truck service for the Chicago Surface Lines.

The Ultimate Truck Tire

An herculean pneumatic—so able, strong and prodigiously useful that we deem it the most important contribution to self-contained transportation since the adoption of rubber as a carrier.

GOODYEAR offers America in this new Cord Tire for Motor Trucks what it believes will be the greatest accelerator to motor transportation yet devised.

It prophesies that this profitable and agile carrier will endow the motor trucks of the country with a range, speed and variety of employment such as even their builders had not dreamed.

It sees in this tire's vast capacity and elephantine proportions the bulky shoulders of a new and invaluable servant to interior commerce.

It puts it forth as the latest product of Goodyear enterprise in the conviction that it answers an imperative need of this future-working nation.

In the motor truck as in the railroad train, the steamship or the airplane, the great need is speed.

Yet speed in the motor truck necessarily has been sacrificed under the handicap of that arch-enemy to endurance—vibration.

Such vibration primarily is caused by imperfect cushioning between the vehicle and the road.

We know with the certainty of long and intensive experience that the only element affording perfect cushioning is air.

This Goodyear Cord Tire for Motor Trucks, being pneumatic, is the self-powered transport's seven-league boots.

It strips from the motor truck every hindrance to full efficiency, and converts it

from a short-haul vehicle into a high-speed, long-distance traveler.

It does so while magnifying gasoline and oil mileages beyond all previous experience, and cutting depreciation to a minimum.

It does so while affording extreme comfort to the driver, and the utmost protection to the load.

We do not market these Goodyear Cord Tires for Motor Trucks as an experiment—they are the result of a fifteen-year development.

They are the matured expression of an old Goodyear idea, brought to final success only through the perfection of the Goodyear type of cord construction.

Right now, they are being used to signal

advantage on busy trucks in more than 200 cities in this country.

A five-ton transport regularly plying over a 1500-mile round-trip cross-country circuit, is beating the one-way express service repeatedly, by a full day.

In interurban and passenger service, in the delivery of foodstuffs or of fragile wares, for all manner of safe-conduct rapid-transit—Goodyear Cord Tires for Motor Trucks are delivering superlative service, and delivering it now.

And in all such usage, by a speed, endurance and economy previously unequalled in any such carrier, they fast are proving themselves the ultimate truck tire.

The Goodyear Tire & Rubber Company
Akron, Ohio

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